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August 10, 2005

**TO:** Executive Committee, Transportation Authority of Marin

**RE:** TAM Website Development – Agenda Item 6

Dear Commissioners:

CirclePoint is developing a new website for TAM that is consistent with the new look and feel that has been approved and adopted by the TAM Board.

As part of the web development process, CirclePoint has reviewed both TAM's existing website and the websites of other transportation authorities. With input from the entire TAM/Nolte Team, CirclePoint has developed an outline (attached) that represents a proposed structure for the site. Also attached to this staff report is a website development and process schedule for informational purposes.

**Recommendation**

Staff recommends that the TAM Executive Committee:

1. Approve the proposed website structure, and
2. Direct staff to proceed with plans to develop the website.

Respectfully Submitted,

Craig Tackabery  
Executive Director

Attachments:

1. Outline of Proposed Website Structure
2. Website Development Process and Schedule



## **TAM Home Page**

Establishes Mission and Identity with photos and short goal oriented language

*What's New & Upcoming*

*Quick Links*

*511*

## **[Main Navigation TAB**

Sub Navigation Dropdown

*Content]*

## **Inside TAM**

"About Us" – General Information

Budget

Policies & Procedures

Administrative Code

Board of Commissioners (list & photos)

Staff (list)

Committees

*Executive Committee (list)*

*TPLUS Advisory Committee (list)*

*Measure A Citizens' Oversight Committee (list)*

*Measure A Technical Advisory Committee (list)*

Meetings: Agendas, Minutes & Reports

*Board Meetings*

*Executive Committee Meetings*

*TPLUS Advisory Committee Meetings*

*Measure A Citizens' Oversight Committee*

*Measure A Technical Advisory Committee*

*Other Public Meetings*

FAQ & Fact Sheet(s)

Glossary of Terms

## **Transportation Planning – Moving Forward, the next 25 years...**

Vision Document

TPLUS

Public Outreach

*Public Meetings*

Community Based Transportation Plan

Bike Plan Update

Congestion Management Program

Lifeline

Transportation for Livable Communities

Housing Incentive Program

What's Happening!?

## **Measure A**

Transportation Sales Tax Expenditure Plan

*TAM Ordinance 2004-02*

Strategic Plan

Annual Reports

Measure A Citizens' Oversight Committee

Measure A Technical Advisory Committee

FAQ & Fact Sheet(s)

Presentations

*Stakeholder Presentation*

*2004 Transportation Sales Tax Presentations*

*2004 Voter Survey Results Presentation*

## **Programs & Projects**

Regional Measure 2 Projects

Congestion Management Program

Safe Routes to School

Marin-Sonoma Narrows

Highway 101 Gap Closure

Bike Plan Update

Major Roads & Related Infrastructure

Local Roads

Local Transit

Community-Based Transportation Plans

Bicycle & Pedestrian Improvements

Crossing Guards

## **News**

Newsletters

Press Releases

## **Funding Opportunities**

Call for Projects

## **Consulting Opportunities**

RFPs/RFOs

## **Employment Opportunities**

## **Downloads** (current and archived information)

Forms & Publications

*Vision Document*

*Transportation Sales Tax Expenditure Plan*

*Congestion Management Program*

Presentations

*Stakeholder Presentation*

*2004 Transportation Sales Tax Presentations*

*2004 Voter Survey Results Presentation*

## **Links**

Marin County

MCTD

511

MTC

Caltrans

City of San Rafael

City of Novato

More...

## **Contact Us**

Comments/Feedback

Mailing List



## Website Development Process and Schedule:

Task	Who's Involved	Schedule
Develop Project/Design Brief	CirclePoint Develops; TAM/Nolte Team Approves	August 2, 2005
Develop presentation showing 2-3 agency websites to solicit feedback on features and function	CirclePoint Develops; TAM Executive Committee Provides Feedback	August Executive Committee Meeting
Finalize Site Structure	TAM/Nolte Team Reviews; TAM Executive Committee Reviews and Approves	August Executive Committee Meeting
Develop three alternative site design concepts	CirclePoint Design Team Develops; TAM/Nolte Team Reviews; TAM Executive Committee makes Final Selection	September Executive Committee Meeting
Develop Structure for each program area page	CirclePoint in concert with TAM/Nolte Team	Mid-August through Mid-September
Determine existing content that needs updating and/or determine content that needs to be developed	CirclePoint in concert with TAM/Nolte Team	Mid-August through September
Write and gather content for entire site	CirclePoint Manages; TAM/Nolte Team Members Provide Content	Mid-August through September
Design and Program Site -- build, test and debug	CirclePoint Design Team Implements; TAM/Nolte Team Reviews and Approves	Mid-September through Final
Final site proofing	TAM/Nolte Team Approves	Mid-October
Launch	TAM/Nolte/CirclePoint	Beginning of November